

NFL complains about changes by Nielsen to TV ratings measurements

BY JOSH DUBOW
AP PRO FOOTBALL WRITER

The NFL is upset about changes made by Nielsen in its methodology for measuring viewership for the upcoming season, calling them “rushed” and saying they will have a negative impact on sports.

Nielsen announced plans this week to change how it measures audiences on television, beginning on Aug. 31, including alterations to how the company measures whether multiple people are watching an event at the same time.

The NFL is coming off one of its most successful seasons ever on television after Nielsen began using its Big Data + Panel methodology for all events last September. The league averaged 18.7 million viewers per game during the 2025 regular season, an increase of 10% from the 2024 season and the largest for a season since 1989.

The Super Bowl had an audience of 124.9 million viewers on NBC, Peacock, Telemundo, NBC Sports Digital, and NFL+, according to Nielsen's Big Data + Panel rating system, falling just short of the record set the previous season.

Paul Ballew, the league's head of data and analytics, said on a conference call Thursday that the league was still trying to understand how the changes will impact ratings this season.

"We don't have enough impact data to fully assess. We're still trying to make a sense of it," Ballew said. "We're still trying to

makes sense of some of the logic behind some of the methodological changes. From our initial impact, it looks like a negative for sports. On the other side, co-viewing or partial co-viewing implementation is a positive. So we're going to have to continue to spend some time pulling this apart and making sense of it."

Ballew said the priority for the league is to find the most accurate number for the audience, as well as having a deeper understanding of the demographics of the viewership.

"Media measurement matters a lot to us," he said. "It's adding into the amount of homework we have to take on going into the season to make sense. We do think it's a misstep on Nielsen's part to go do this the way they're doing it. It continues to accelerate our pressure point to continue to pursue ongoing measurement improvement because it's so critically important to us and everybody else in this space."

Nielsen had been working with partners for a while on the changes and

nearly implemented them last October but waited until this season instead.

"Nielsen is delivering the most accurate TV measurement ever, especially when it comes to live sports," Nielsen said in a statement. "We have worked closely with clients, sports leagues and industry regulators to constantly enhance our methodologies. That includes the introduction of Big Data + Panel, the expansion of our Out of Home measurement and a pilot test of co-viewing updates, which are all successful examples of collaboration that lead into the enhancements."

'NOTHING'S CHANGED' WITH MEDIA DEAL OPT OUTS

Hans Schroeder, NFL executive vice president of media distribution, said “nothing's changed” with the league's television partners and the possibility of negotiating contracts early.

The NFL's deals with CBS, Fox, NBC and Amazon run through the 2033 season and the contract

with ESPN goes for one season beyond that. The league has the option to opt out of those deals after the 2029 season with CBS, Fox, NBC and Amazon and after the 2030 season with ESPN. The NFL gets paid an average of nearly \$11 billion annually from those deals.

The league can renegotiate immediately with CBS because of a change of ownership provision that was triggered when Skydance Media bought Paramount. Schroeder said talks are ongoing.

“We're always going to do that. We're going to continue to engage our partners,” he said. “So nothing's changed. We're continuing to look at the future and figure out how we can continue to improve it."

NFL PLAYERS EXPRESS INTEREST IN OLYMPIC FLAG FOOTBALL

The league said there has been high interest from

NFL players about participating in the Olympics in 2028 when flag football makes its debut, with the NFL's head of global flag football, Brian Flinn, saying more than 200 players representing more than 25 countries have expressed a desire to possibly play.

Flinn said there will be more details on the process for national federations choosing players at the end of this season.

There will be six men's and six women's teams competing in Los Angeles with three of each already assured spots. The U.S. will be in as the host country, while the Canadian men's and women's teams clinched spots, along with the Italian men and Mexican women at a tournament last week in Germany.

Flinn was encouraged by the competitiveness of that tournament, where the U.S. men lost for the first time in 14 years in a group stage match against

American Samoa and also narrowly beat Japan in the quarterfinals. Flinn also said the women's teams from Canada and Great Britain have closed the gap with traditional powers Mexico and the U.S. as the level of play and intensity continues to rise.

“You saw the emotion of the players because they knew what they were playing for,” Flinn said. “Certainly the Olympic dream was alive.”



LEGAL NOTICE

Public Notice

Notice is hereby given that NELSON COUNTY FISCAL COURT has filed an application with the Energy and Environment Cabinet to REMOVE AND REPLACE A CLEAR SPAN BRIDGE ON DUGAN LANE. The property is located APPROX. 1672 DUGAN LANE, BLOOMFIELD, KY OVER THE WEST FORK OF SIMPSON CREEK, EAST APPROX. 100' OF THE INTERSECTION OF OLD BLOOMFIELD ROAD AND DUGAN LANE. Any comments or objections can be submitted via email to: DOWFloodplain@ky.gov Kentucky Division of Water, Floodplain Management Section, 300 Sower Blvd. Frankfort, KY 40601. Call 502-564-3410 with questions.

The Kentucky Standard

Quality local journalism lives here

CLASSIFIED DEADLINES

PUBLICATION DATE	DEADLINE
Sunday	Wednesday 4:00 PM
Wednesday	Friday 4:00 PM

Contact Customer Service at
502-348-9003, Option 2 or
classifieds@kystandard.com
Monday-Friday 8AM-4PM

**Holidays advance deadlines by 24 hours.*



LEGAL NOTICE

87D02-2608-EU-000111
NOTICE OF ADMINISTRATION
IN THE WARRICK
SUPERIOR COURT NO. 2
IN THE MATTER OF THE
ESTATE OF
Forrest Lane Swango,
DECEASED
Notice is hereby given that
Rebecca Whitehead was on
the 11th day of August 2026,
appointed Personal Represent-
ative of the Estate of For-
rest Lane Swango, deceased,
who died on the 25th day of
May, 2026.
All persons who have claims
against this estate, whether or
not now due, must file the
claim in the office of the clerk
of this Court within three (3)
months from the date of the
first publication of this notice,
or within nine (9) months after
the decedent's death,
whichever is earlier, or the
claims will be forever barred.
WITNESS my hand and seal
of said Court, at the City of
Boonville, Indiana, this
11th day of August, 2026
/s/ Michael Wilson, Clerk
Warrick Circuit & Superior
Courts
(SEAL)
Attorney for the Personal
Representative:
Jonathan M. Young, Atty. No.
26659-87
502 W. Jennings Street
Newburgh, IN 47630
Phone: (812) 858-2915

C

PAXTON MEDIA GROUP

CLASSIFIED ADS

CALL TO PLACE YOUR AD IN PRINT AND ONLINE IN KENTUCKY

0100 ANNOUNCEMENTS

Acculevel. Your foundation repair and basement water-proofing experts. Whether basement, crawl space or concrete slab we'll guide you on the right path to a healthy home. Act now! Up to \$600 off. Restrictions apply. Call for a free consultation. 1-866-558-7730

Audien Hearing. The worlds first hearing aid with touch-screen controls. No tiny buttons, apps or prescriptions. 45-day risk free trial. Free shipping. Lifetime support. More than 1.5 million happy customers. Call Audien 1-888-513-0453

BATH & SHOWER UPDATES in as little as ONE DAY! Affordable prices - No payments for 18 months! Lifetime warranty & professional installs. Senior & Military Discounts available. Call: 1-866-981-1569

CASH PAID FOR HIGH-END MEN'S SPORT WATCHES. Rolex, Breitling, Omega, Patek Philippe, Heuer, Daytona, GMT, Submariner and Speedmaster. These brands only! Call for a quote: 1-877-403-2862

Certified Home Health Aid/Caregiver

with 40 years experience in caring for the elderly and mentally challenged. Compassionate, caring individual will assist with your everyday needs in your home or mine. References and back-ground check available.

270-589-3849

Choose EarthLink Fiber Internet for speeds up to 5 Gigs, no data caps, no throttling. Prices starting at \$54.95. Plus, a \$100 gift card when you make the switch. Call 1-833-974-4780

Consumer Cellular - the same reliable, nationwide coverage as the largest carriers. No long-term contract, no hidden fees and activation is free. All plans feature unlimited talk and text, starting at just \$20/month. For more information, call 1-833-353-2982

DENTAL INSURANCE from Physicians Mutual Insurance Company. Coverage for 400 plus procedures. Real dental insurance - NOT just a discount plan. Do not wait! Call now! Get your FREE Dental Information Kit with all the details! 1-855-900-7392
www.dental50plus.com/26#6258

0100 ANNOUNCEMENTS

DIRECTV OVER INTERNET - Get your favorite live TV, sports and local channels. 99% signal reliability! CHOICE Package, \$84.99/mo for 12 months. HBO Max and Premium Channels included for 3 mos (w/CHOICE Package or higher.) No annual contract, no hidden fees! Some restrictions apply. Call IVS 1-888-340-6138

DIRECTV- All your entertainment. Nothing on your roof! Sign up for Directv and get your first three months of Max, Paramount+, Showtime, Starz, MGM+ and Cinemax included. Choice package \$84.99/mo. Some restrictions apply. Call DIRECTV 1-866-292-5435

Donate your car, truck, boat, RV and more to support our veterans! Schedule a FAST, FREE vehicle pickup and receive a top tax deduction! Call Veteran Car Donations at 1-833-984-2146 today!

End your tax worries today. Let us make your tax problem our priority. Scared, stuck with high tax amounts? Our A+ tax professionals can help. Call for a FREE consultation. Call Priority Tax now 1- 855-671-3561

Frankfort Office Space for rent: Second floor with four large office areas, restroom. Office desks furnished. Located ½ mile from I-64 Lawrenceburg exit 53A. Electric, water, gas, utilities and internet included. \$2,200 per month. Call Bonnie Howard, Kentucky Press Association, 502-223-8821.

Get Boost Infinite! Unlimited Talk, Text and Data For Just \$25/mo! The Power Of 3 5G Networks, One Low Price! Call Today and Get The Latest iPhone Every Year On Us! 855-841-2894

GOT AN UNWANTED CAR??? DONATE IT TO PATRIOTIC HEARTS. Fast free pick up. Patriotic Hearts' programs help veterans find work or start their own business. Call 24/7: 1-877-846-0382

HOME BREAK-INS take less than 60 SECONDS. Don't wait! Protect your family, your home, your assets NOW for as little as 70¢ a day! Call 1-877-805-1196

I buy old guitars and amps. Gibson, Fender, Martin, Marshall, Supro, Magnatone, and others. Amp tubes, studio equipment, microphones, etc. Amuse63@aol.com or call/text David at 502-641-9009.

0100 ANNOUNCEMENTS

Inflation is at 40 year highs. Interest rates are way up. Credit Cards. Medical Bills. Car Loans. Do you have \$10k or more in debt? Call NATIONAL DEBT RELIEF and find out how to pay off your debt for significantly less than what you owe! FREE quote: Call 1-844-262-5602

Jacuzzi Bath Remodel can install a new, custom bath or shower in as little as one day. For a limited time, waiving ALL installation costs! (Additional terms apply. Subject to change and vary by dealer. (Offer ends 12/27/26.) Call 1-866-837-5986

No more cleaning out gutters. Guaranteed! LeafFilter is backed by a no-clog guarantee and lifetime transferrable warranty. Call today 1-866-329-2415 to schedule a FREE inspection and no obligation estimate. Get 15% off your entire order. Plus, Military & Seniors get an additional 10% off. Limited time only. Restrictions apply, see representative for warranty and offer details.

Prepare for power outages today with a Generac Home Standby Generator. Act now to receive a FREE 5-Year warranty with qualifying purchase. Call 1-844-688-8576 today to schedule a free quote. It's not just a generator. It's a power move.

Repairing or replacing appliances and home systems like heating and cooling can be costly. A home warranty plan can help. Start saving and get 30% off any plan today. Workmanship Guarantee included. Terms apply. Call Cinch Home Services 1-866-384-8998

Replace your roof with the best looking and longest lasting material – steel from Erie Metal Roofs! Three styles and multiple colors available. Guaranteed to last a lifetime! Limited Time Offer – up to 50% off installation + Additional 10% off install (for military, health workers & 1st responders.) Call Erie Metal Roofs: 1-888-306-0302

Safe Step Stairlifts. Enjoy greater independence and stay in the home you love. Feel safe on every level. \$750 off plus FREE installation. Made in the U.S.A. Call today for a free quote. 1-855-820-2844

0100 ANNOUNCEMENTS

Safe Step. North America's #1 Walk-In Tub. Comprehensive lifetime warranty. Top-of-the-line installation and service. Now featuring our FREE shower package and \$1600 Off for a limited time! Call today! Financing available. Call Safe Step 1-888-302-4539

Struggling with debt? If you have over \$15,000 in debt we help you be debt free in as little as 24-48 months. Pay nothing to enroll. Call Now: 1-877-857-0268

0300 PETS

Mauckport-Yorkshire Terriers-very small \$500 and up, Shih Tzu/Maltese very small, \$400 and up, Shih Tzu, males, \$400. Please Call (812)732-4645

0400 FARM

FOR SALE - 595 Allied loader, 6410 Burnt John Deere Tractor. Call 502-706-0585 or 502-667-3870

FRESH PRODUCE

Sweet Corn, Green Beans, Potatoes, Tomatoes, and other vegetables. Local HONEY.

No Sunday Sales.

Harvey Miller
1076 Upton Road
Upton, KY 42784

For Sale

Hay Rake 256 New Holland Bobcat Trailer
CASH ONLY - NO TEXT
Call: 502-203-2086

0500 MERCHANDISE

For Sale: Amana Washer & Dryer, like new, both \$850 Queen-size unique bedroom suite (headboard, dresser, armoire, chest of drawers, and stand) \$700. Sat. & Sun. Call 270-702-4031

LOOKING TO BUY

4-wheelers, dirt bikes, mowers & zero turns, golf carts & tractors, trailers, UTV's and side by sides.
Call or text 270-766-9940

0600 REAL ESTATE FOR RENT

Springfield, KY
2 bedroom apartment appliances furnished. \$650/mo.+ utilities. No Pets. Call for availability. 859-481-1333

Shelbyville, KY
2 BEDROOM CONDO
2 1/2 baths, garage, fireplace, stainless appliances. Brassfield Estates \$1,200/month 1 No Pets. 859-481-1333

Dry Ridge- Mobile home for Rent 2 bed/1 bath on Ferdericka Rd. References required. \$800/month, First and last months rent. Please call (859)910-6168

RADCLIFF-
1 Bedroom Apartments, Efficiency Apartments, RV Parking Spot For Rent. Deposits Required
270-390-5185
254-338-8881

STORAGE BUILDING FOR RENT
6000 Sq/ft, Metal Building, Wired, Concrete Floors, and Two Tall Double Doors For Easy Access. 2.4 Miles From I-65, Sonora Exit. \$1500 /mo. Call 270-769-8377

0700 REAL ESTATE FOR SALE

2 Prime Plots for Sale on the highest hill in Elmwood Cemetery. \$2000 each. 270-231-3388

0800 TRANSPORTATION

2008 Dodge Charger SE Sedan, 4 DR, 5 Speed Automatic, 3.56 L V6, Silver, 212k miles. A lot of work has been done. \$9,000. Call or text 270-231-3561

SMART

The smart buyer shops the Classified first!



Find a new favorite store by looking for local businesses advertising in your newspaper!